

FIG. 1

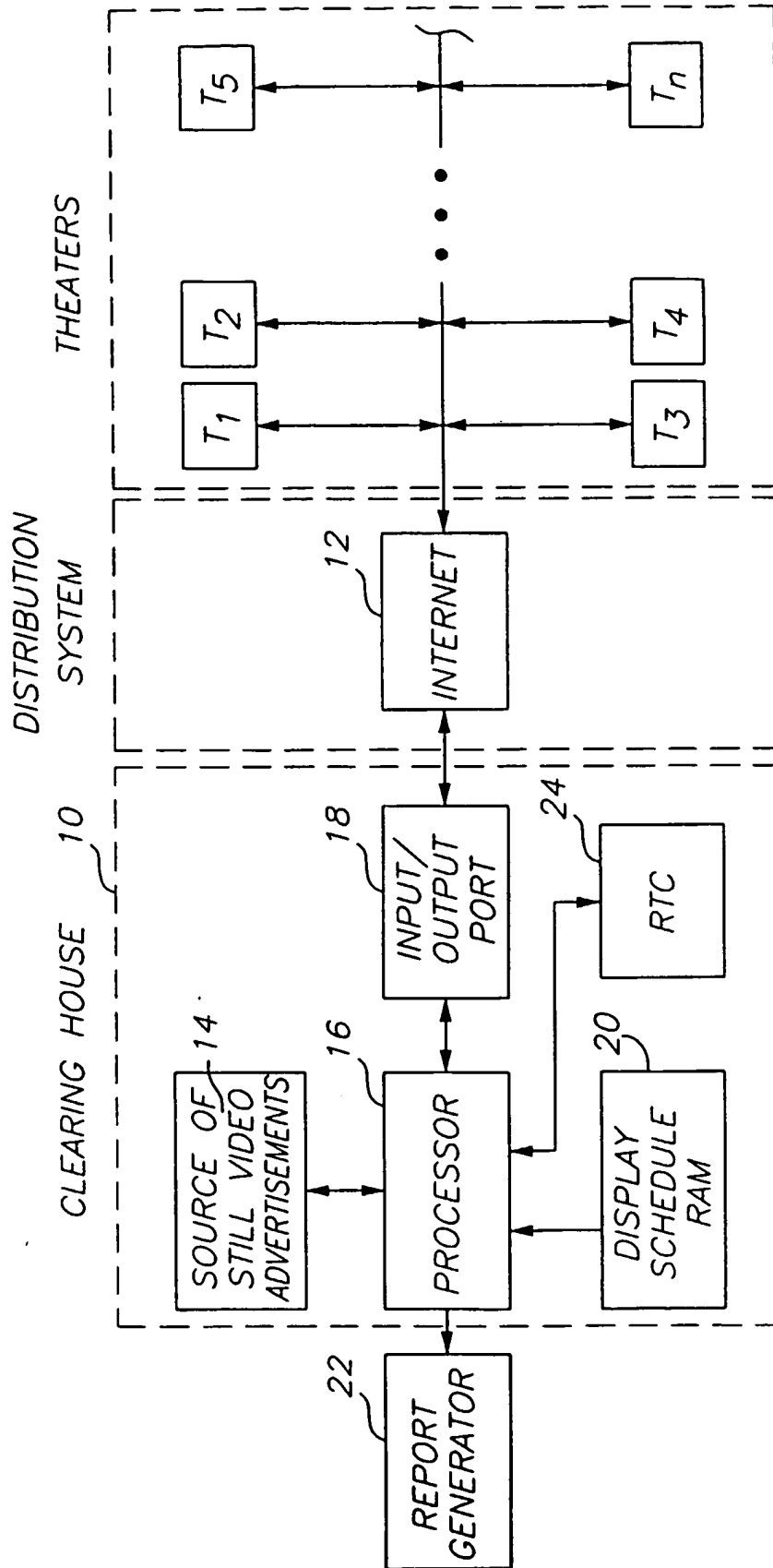


FIG. 2

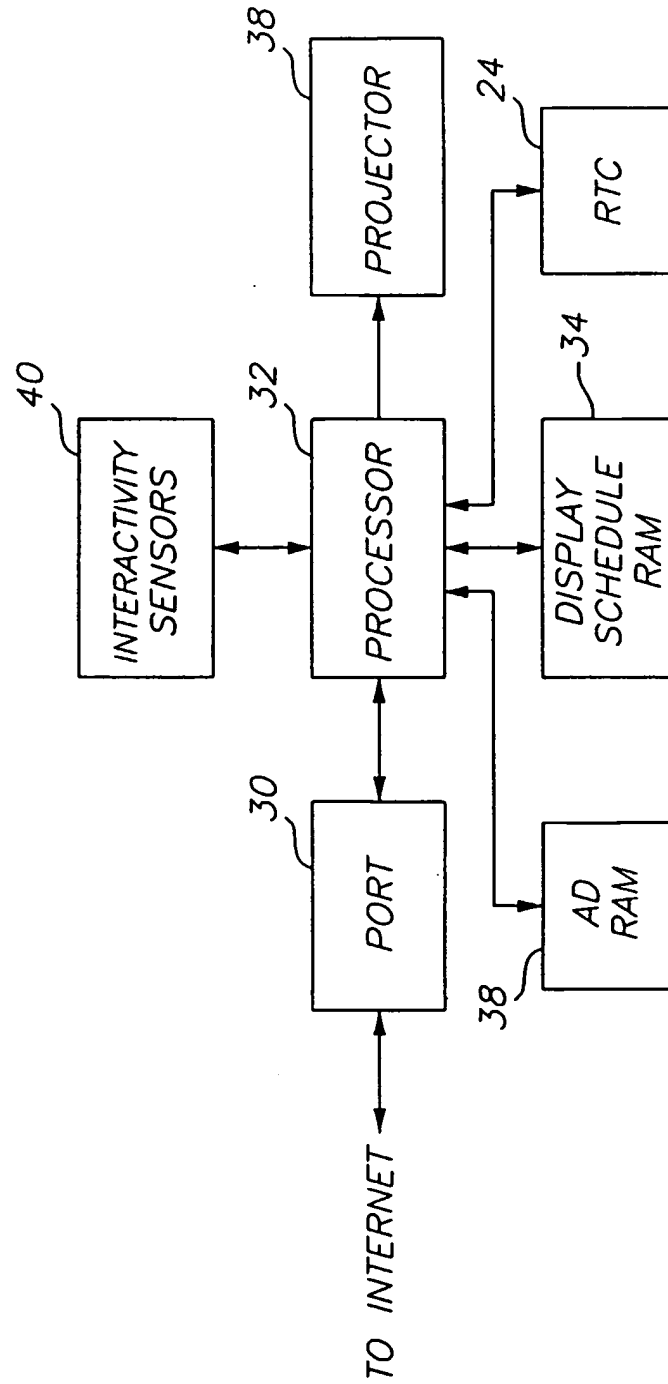


FIG. 3

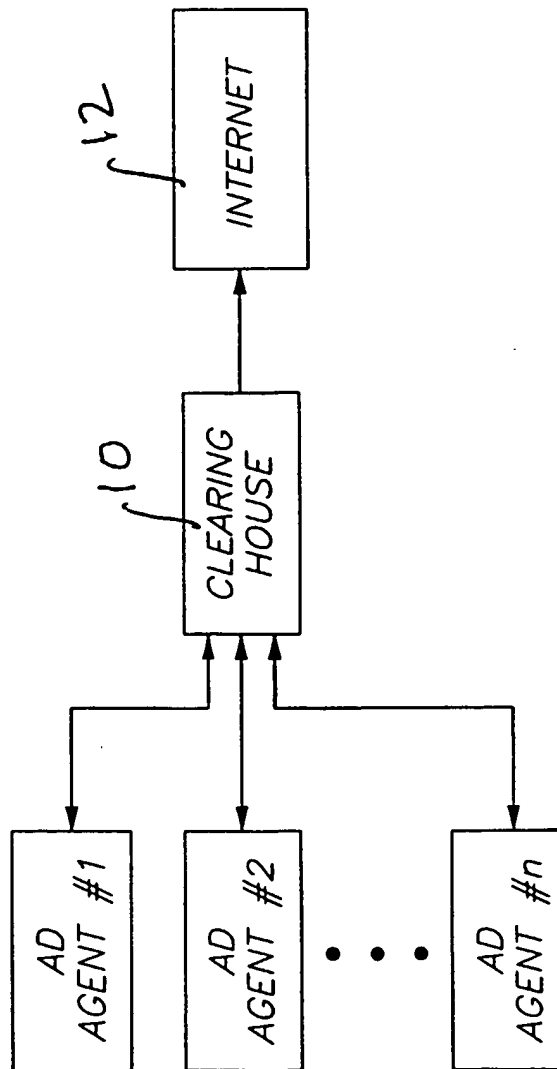


FIG. 4

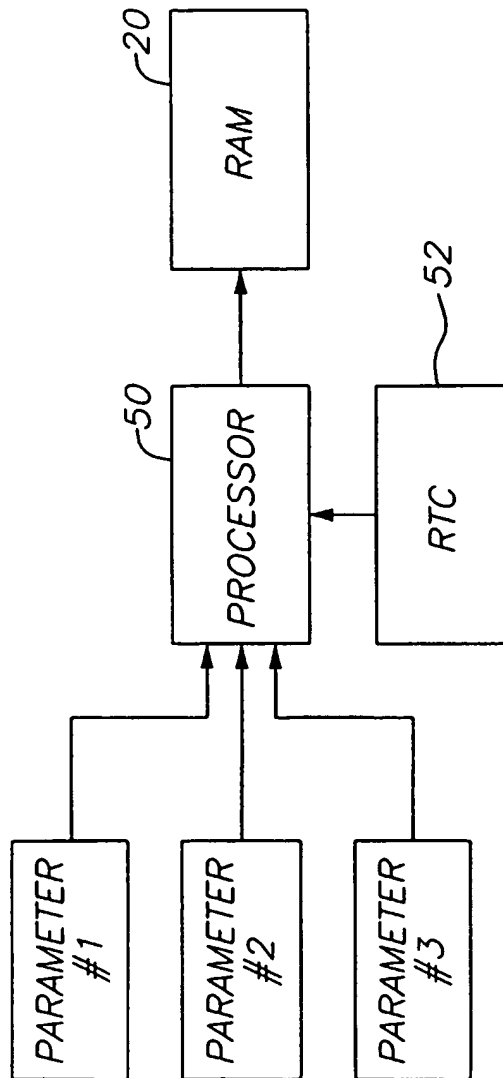


FIG. 5

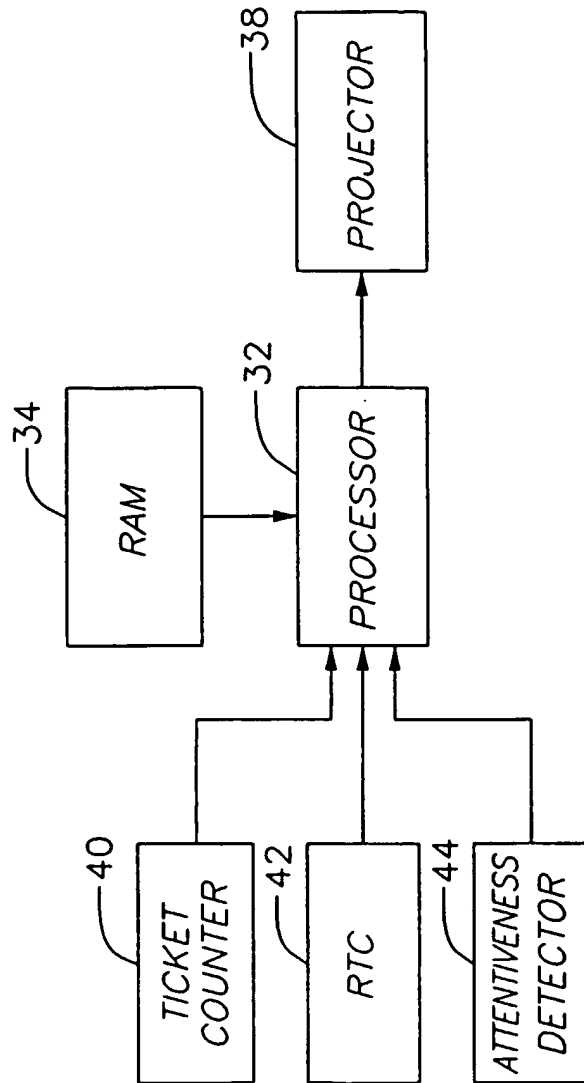
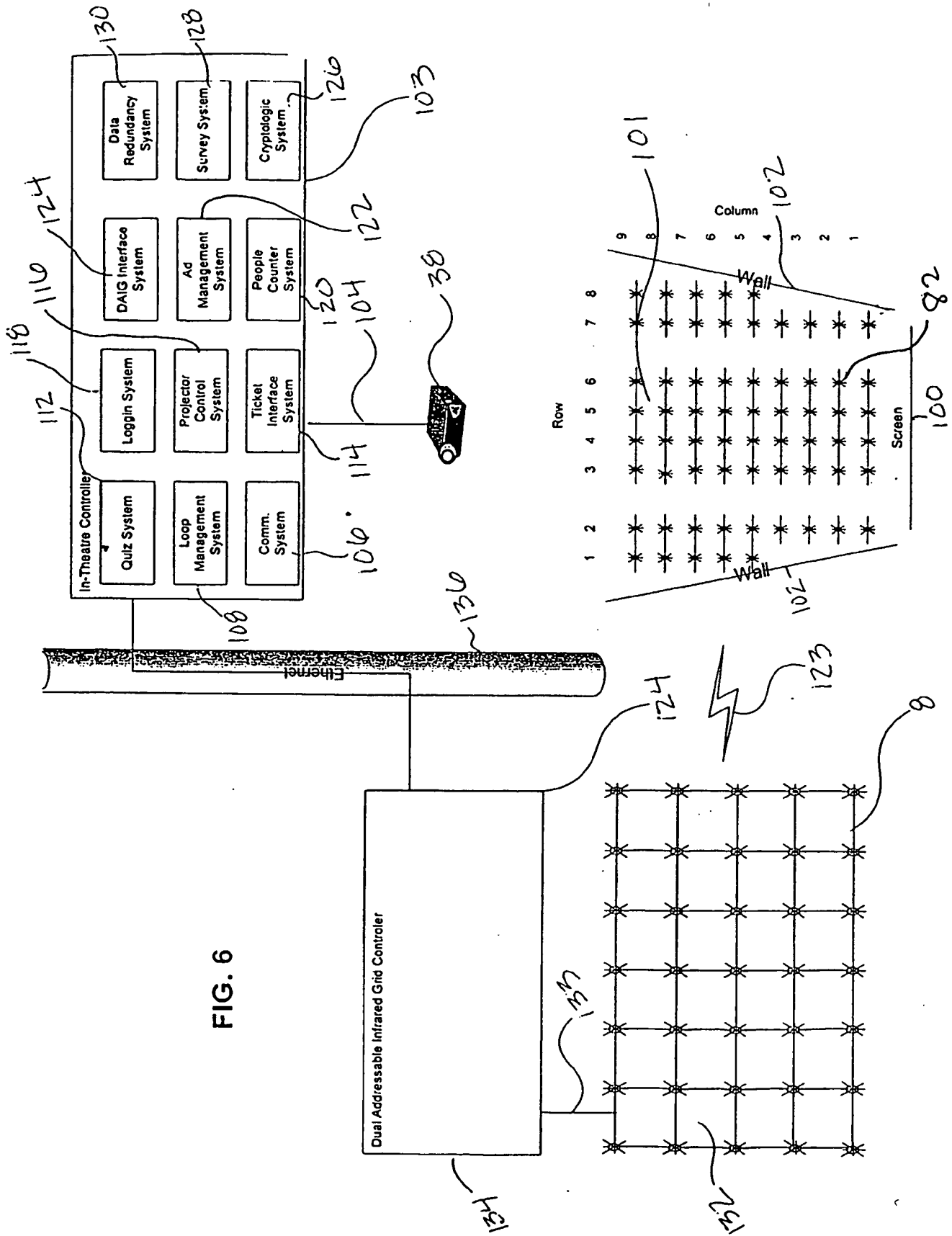


FIG. 6



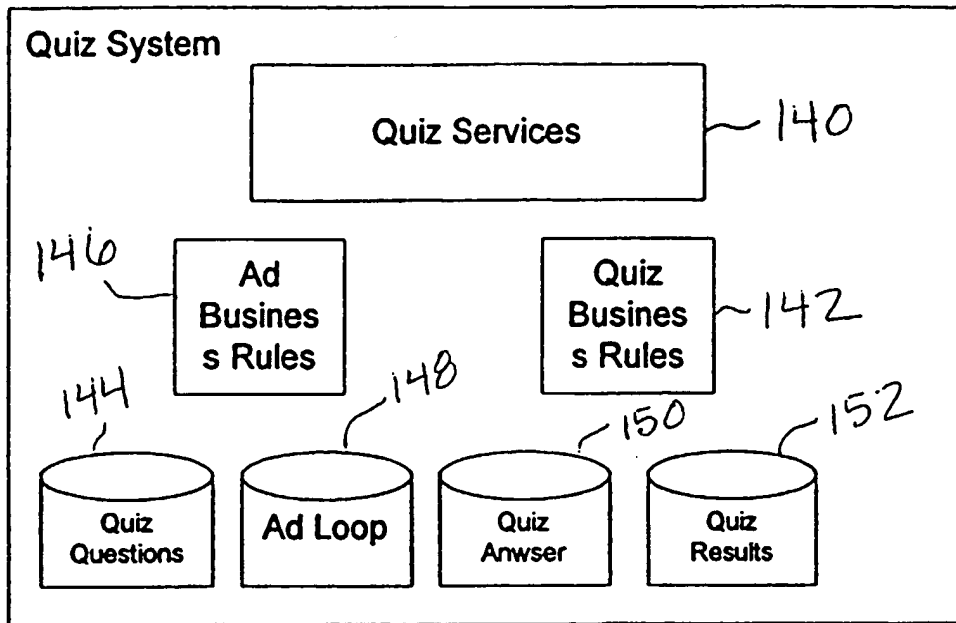
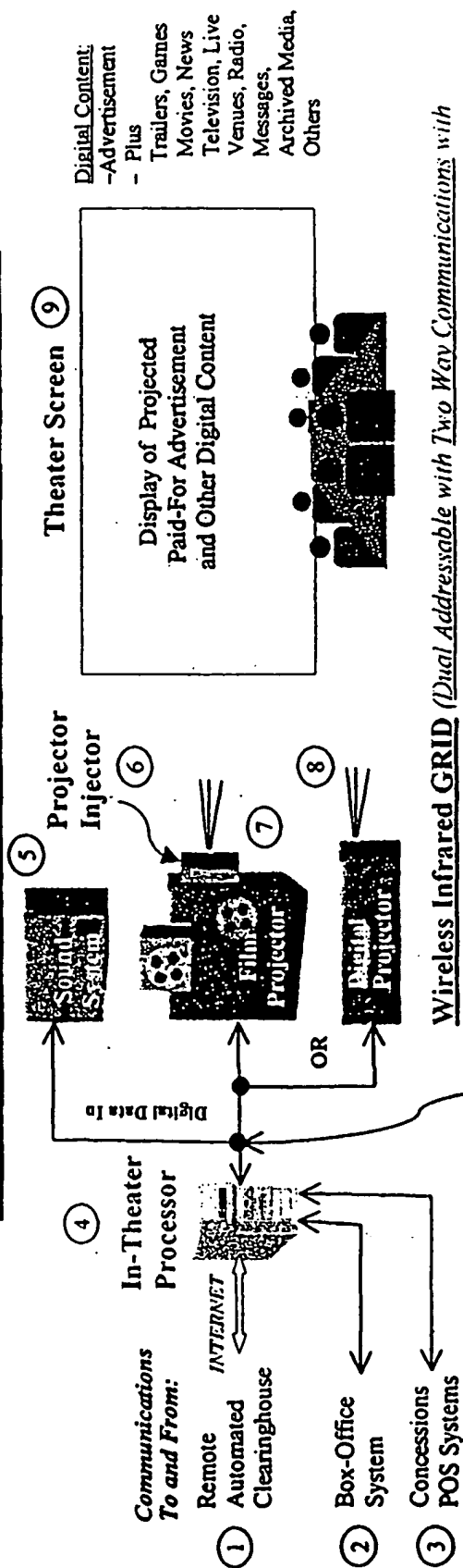
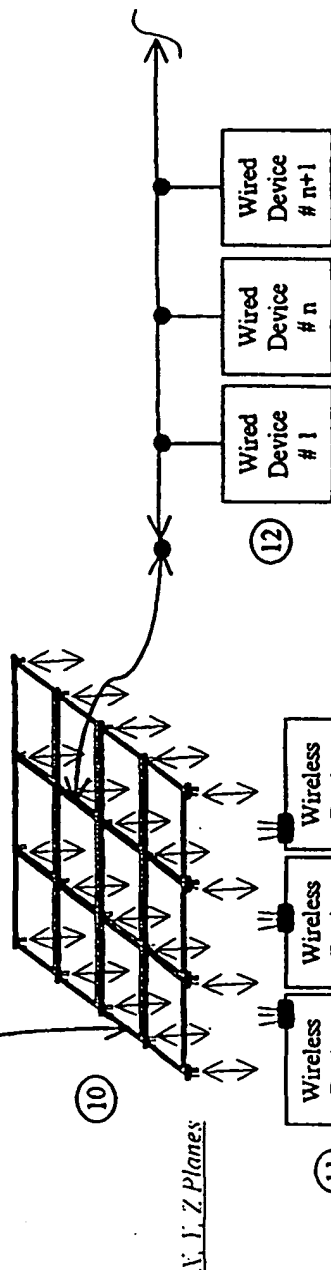


FIG. 7

# ON-SCREEN ELECTRONIC ADVERTISEMENT



*Wireless Infrared GRID (Dual Addressable with Two Way Communications with and Three Dimensional Tracking of an Unlimited Quantity of Devices)*



*Two-way Wireless Infrared and Wired Communication with an Unlimited Number of Devices:*

- Electronic and Paper Content Displays
- Tracked Devices with and without Proximity
- Tracking Sensors such as:
  - Movie Viewing, Concession, Other and Entry Areas
  - Box-Office Tickets and Moviegoer Cards
  - Personal Digital Assistants
  - Security Badges and Bracelets

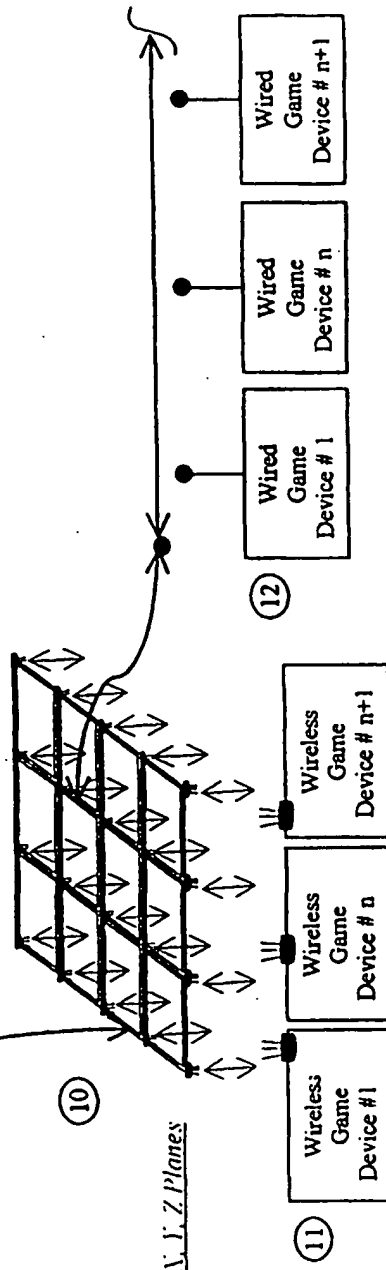
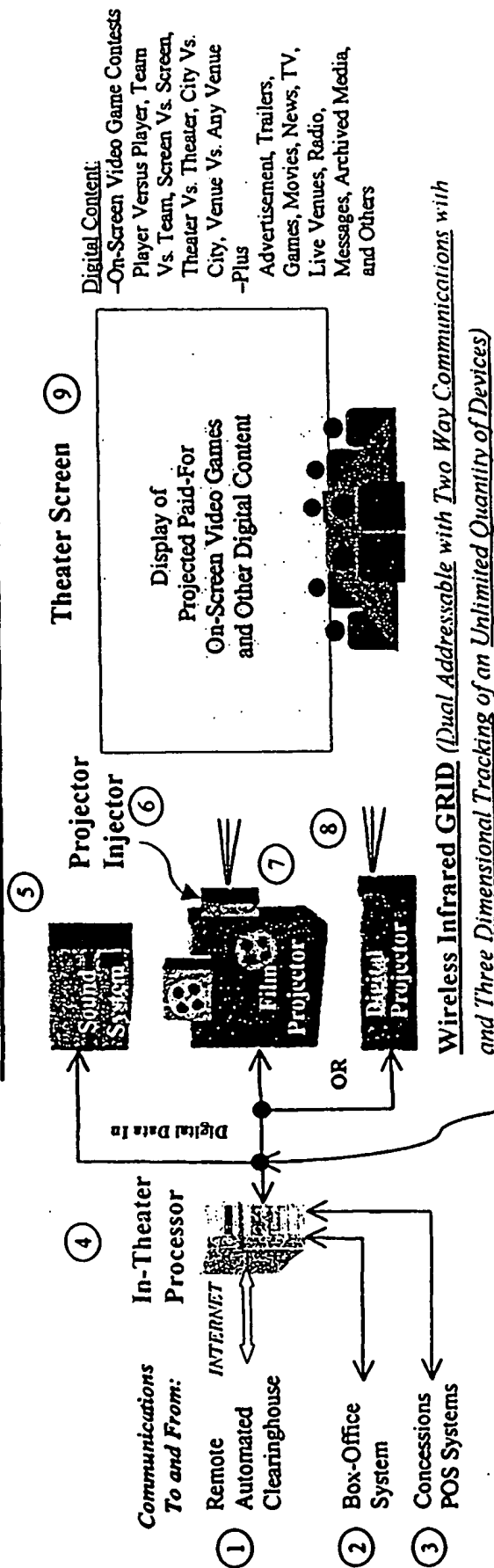
*Enabling:*

- Device Content Deliver
- Device Movement and Location
- Patron Viewing and Purchase Measurement
- Security Tracking of Unauthorized Movie Viewers by Payment or Movie Rating Authorization

**FIG. 8**



# ON-SCREEN VIDEO GAMES



Two-way Wireless Infrared and Wired Communication with Unlimited Number of Game Devices:

- Uses EAS Wireless or Wired Game Device Upgrade
- Enables Wireless and Wired:
  - Game Device Game and Other Content Delivery
  - Game Device Proximity, Movement and Location Tracking
  - Game Device Control Action Tracking
  - Game Device IP Address Identification
  - Game player Biometrics Identification
- Upgrades Traditional and New Game Devices
  - Game Pads and Joysticks, etc of Major Manufacturers
  - Notebook Computers and Personal Digital Assistants
  - Seats, Floors, and Surroundings
  - Other

FIG. 9

# MOVIE-TAP

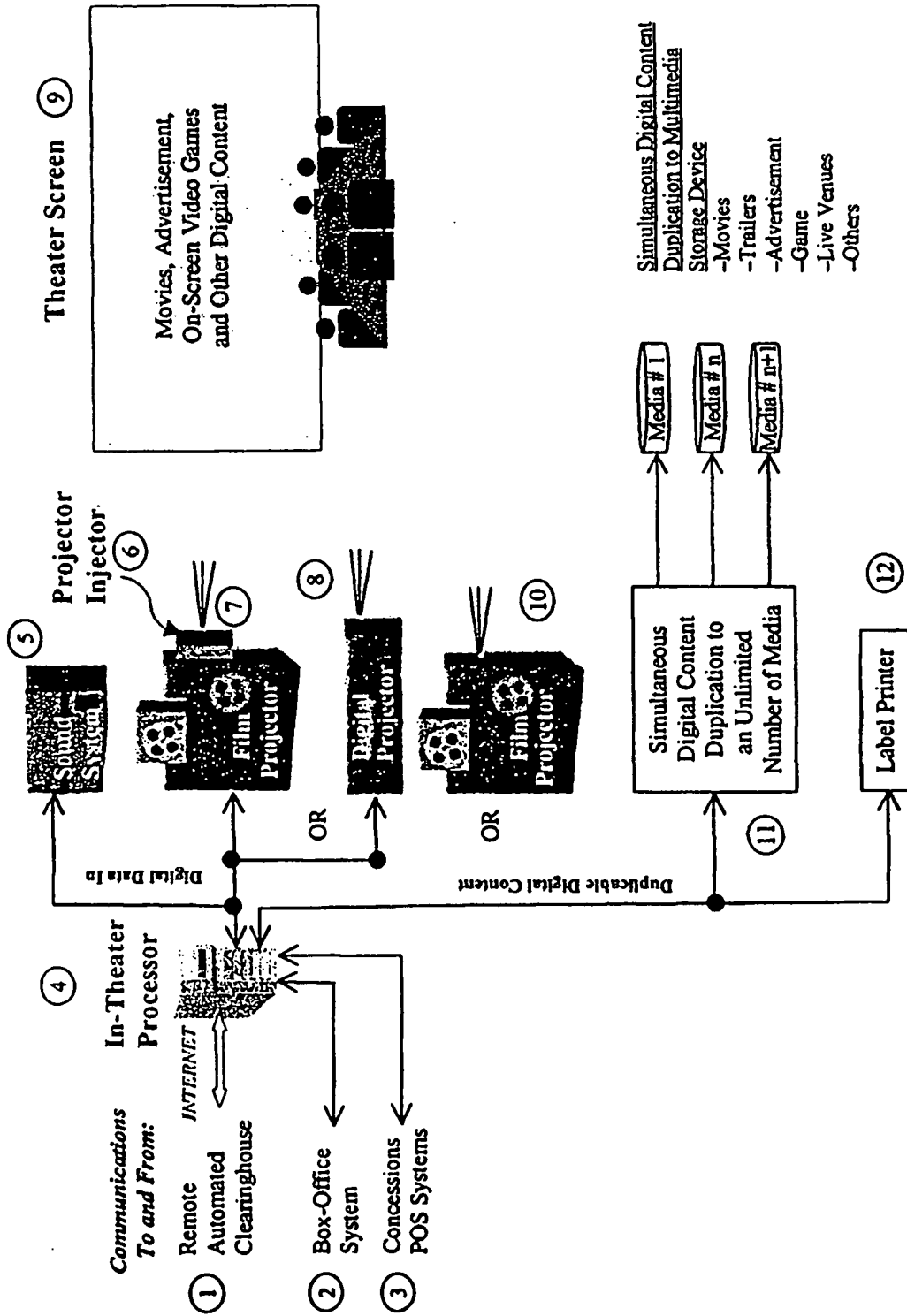


FIG. 10

# MOVIE THEATER ELECTRONIC CONTENT AUTOMATED CLEARINGHOUSE & NETWORK

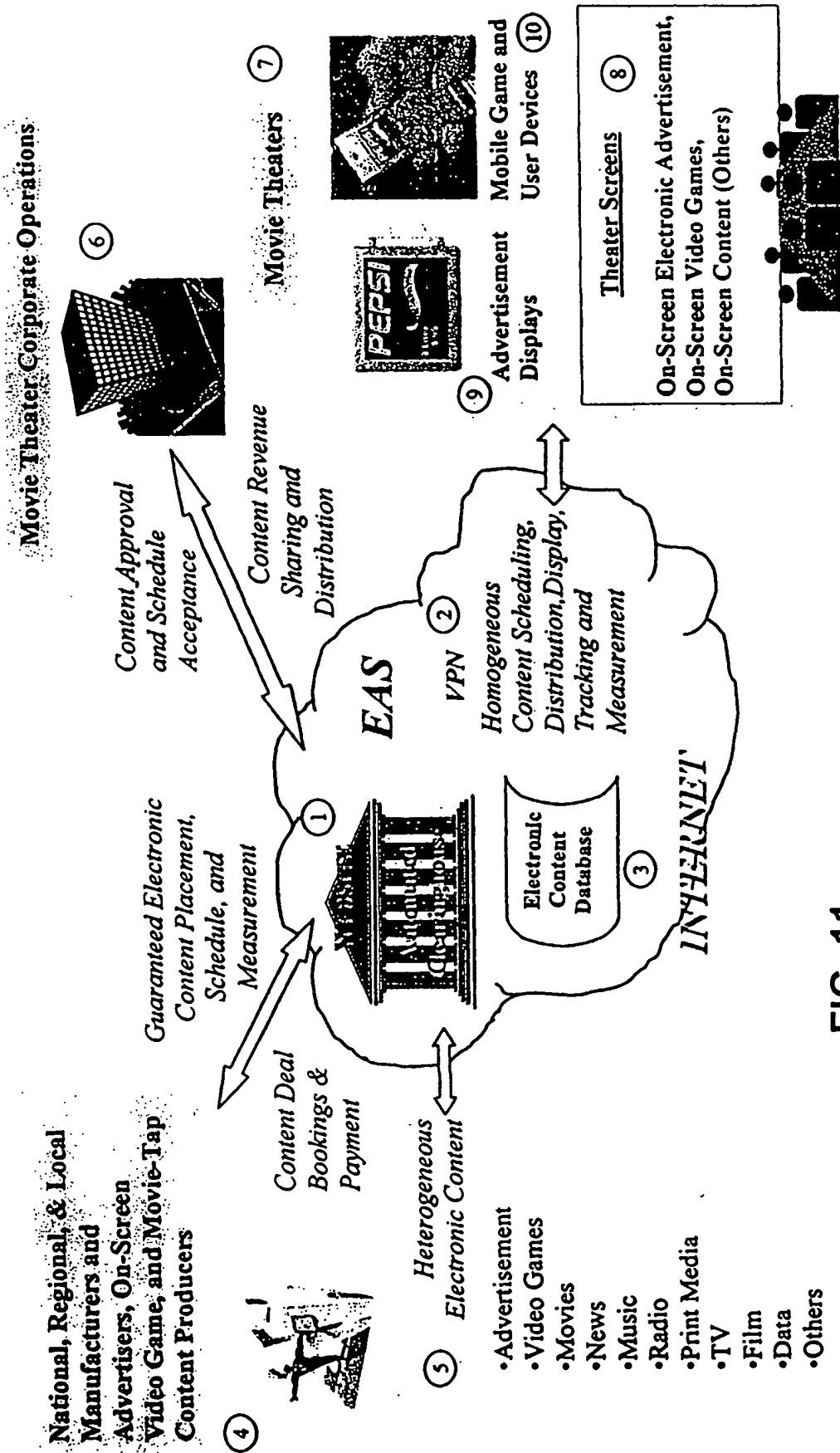
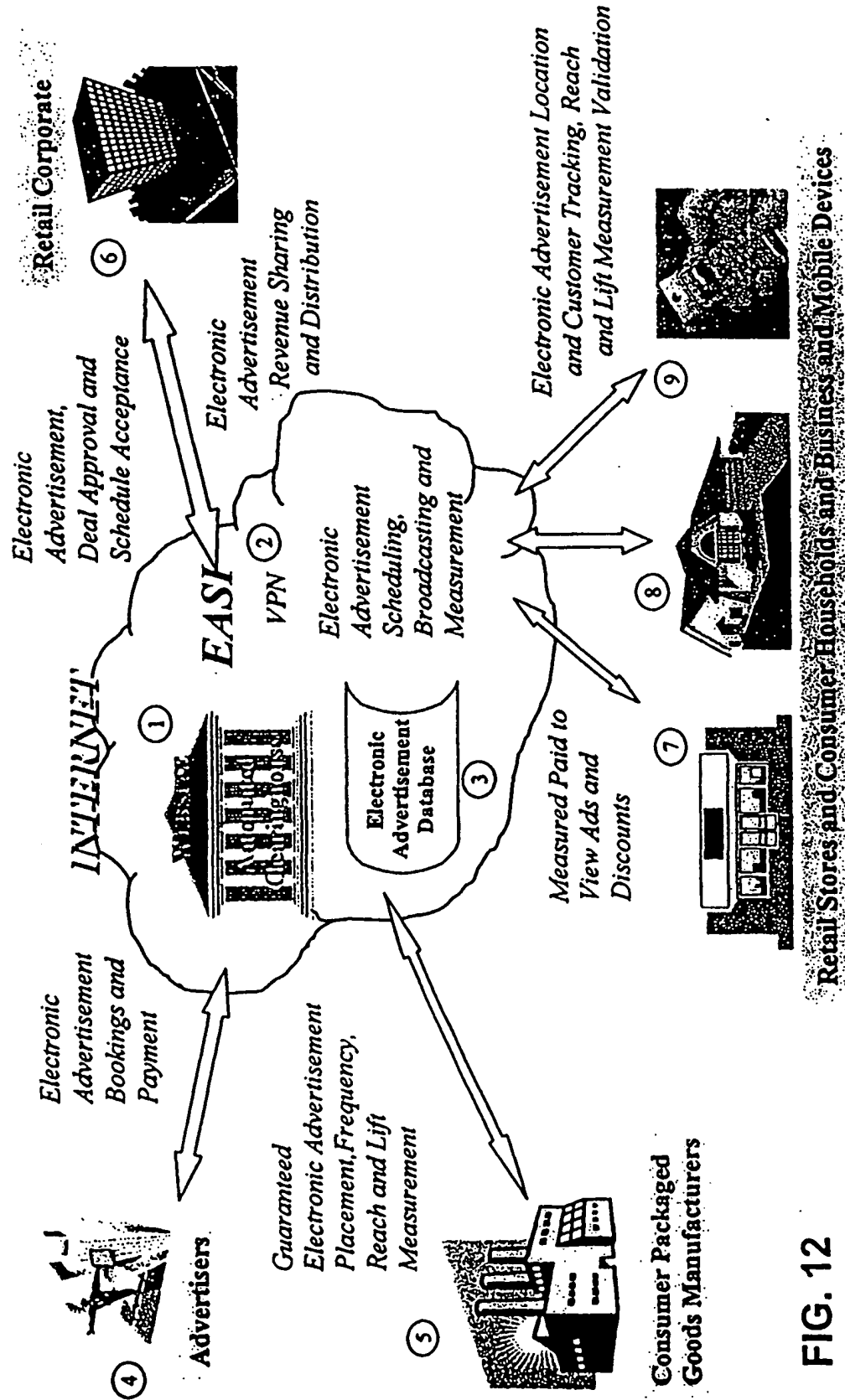


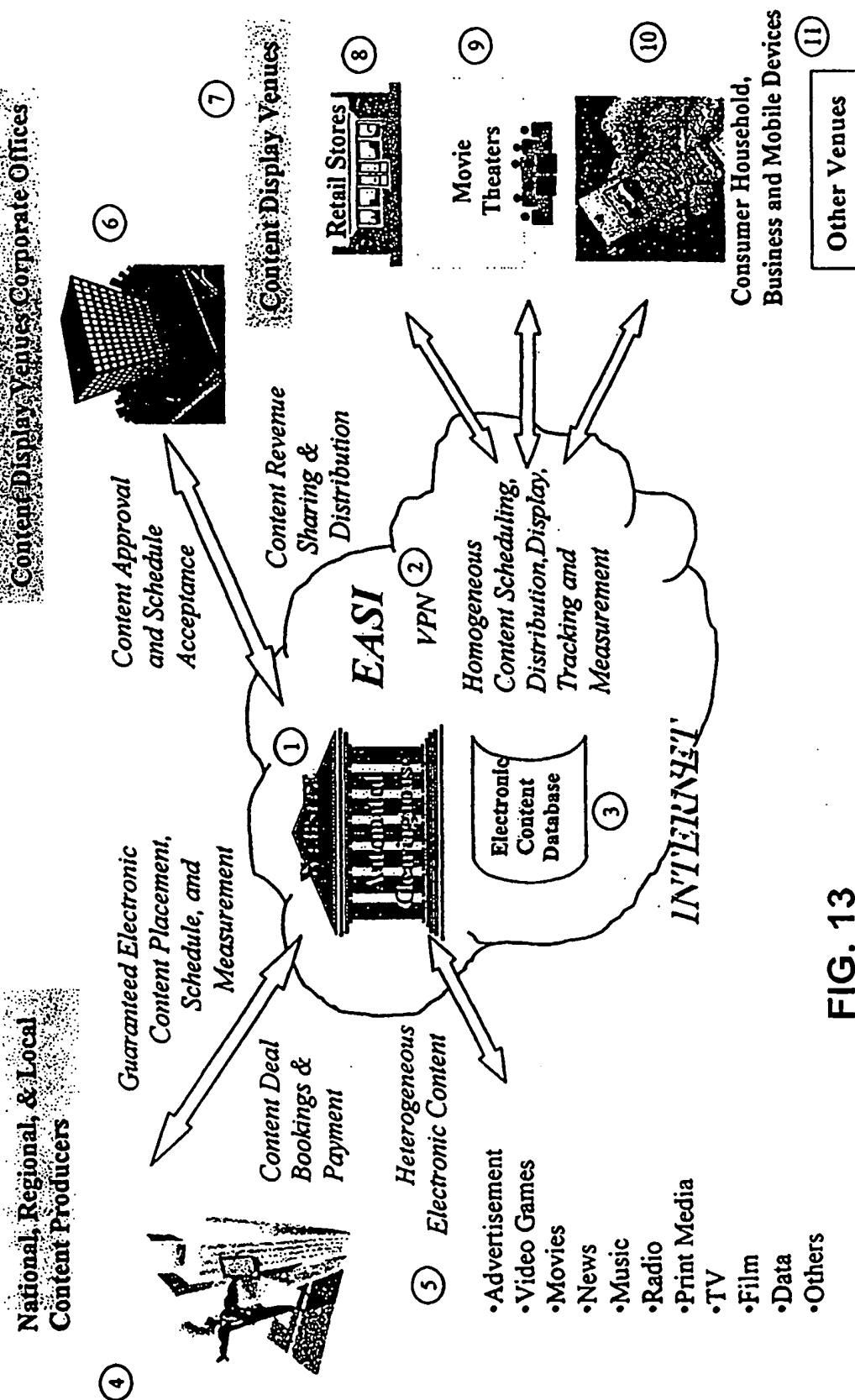
FIG. 11

# **ELECTRONIC ADVERTISEMENT AUTOMATED CLEARINGHOUSE & NETWORK**



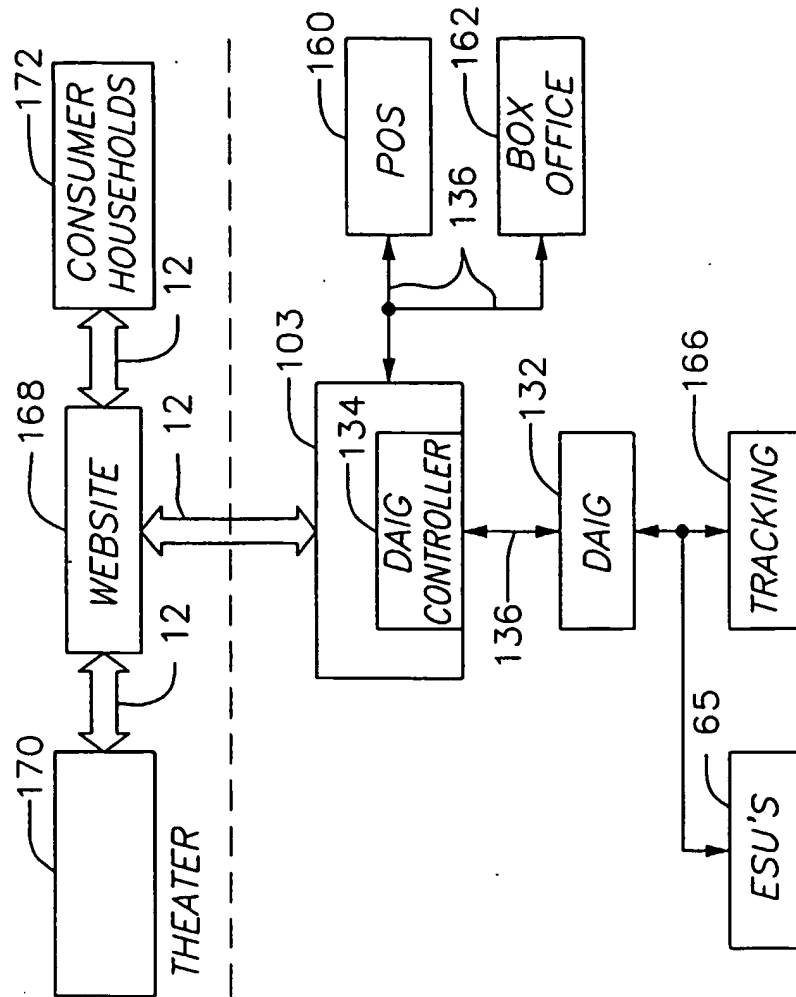
**FIG. 12**

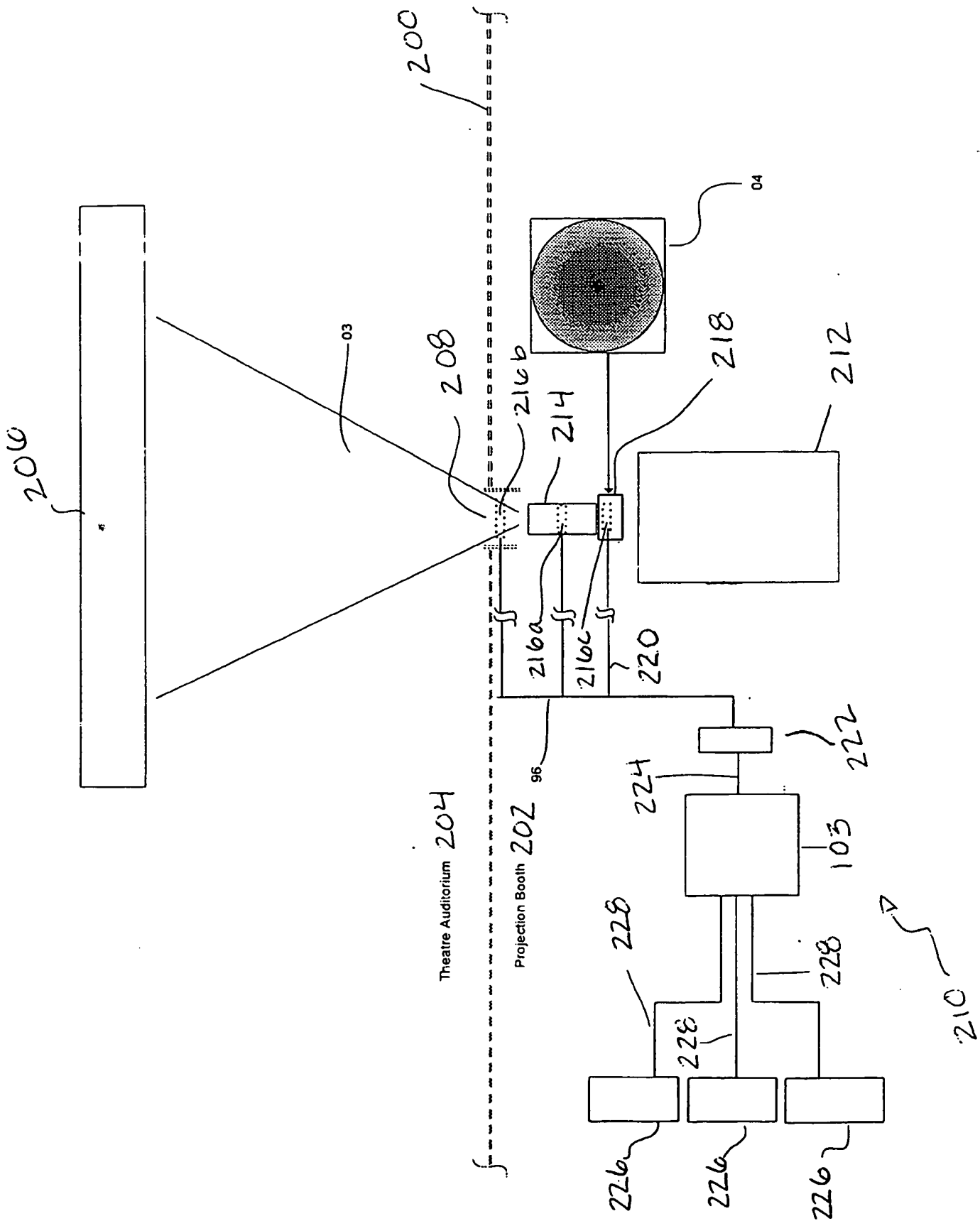
# ELECTRONIC CONTENT AUTOMATED CLEARINGHOUSE & NETWORK

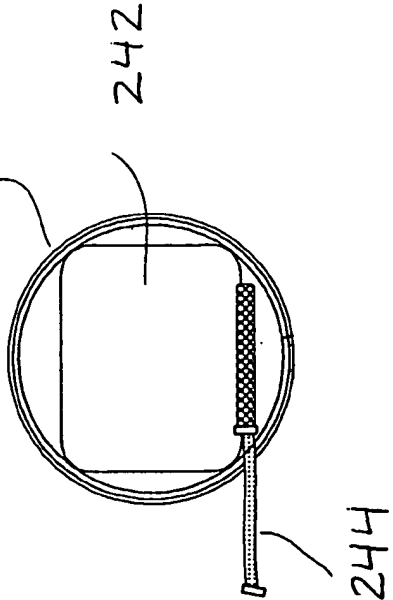
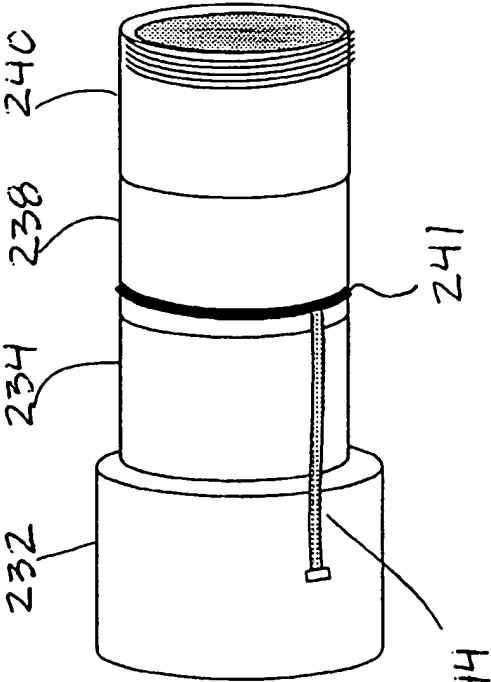
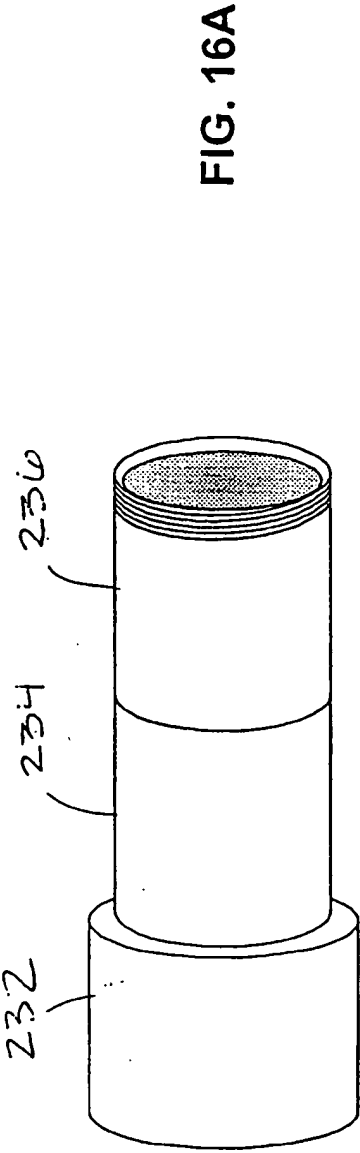


**FIG. 13**

FIG. 14









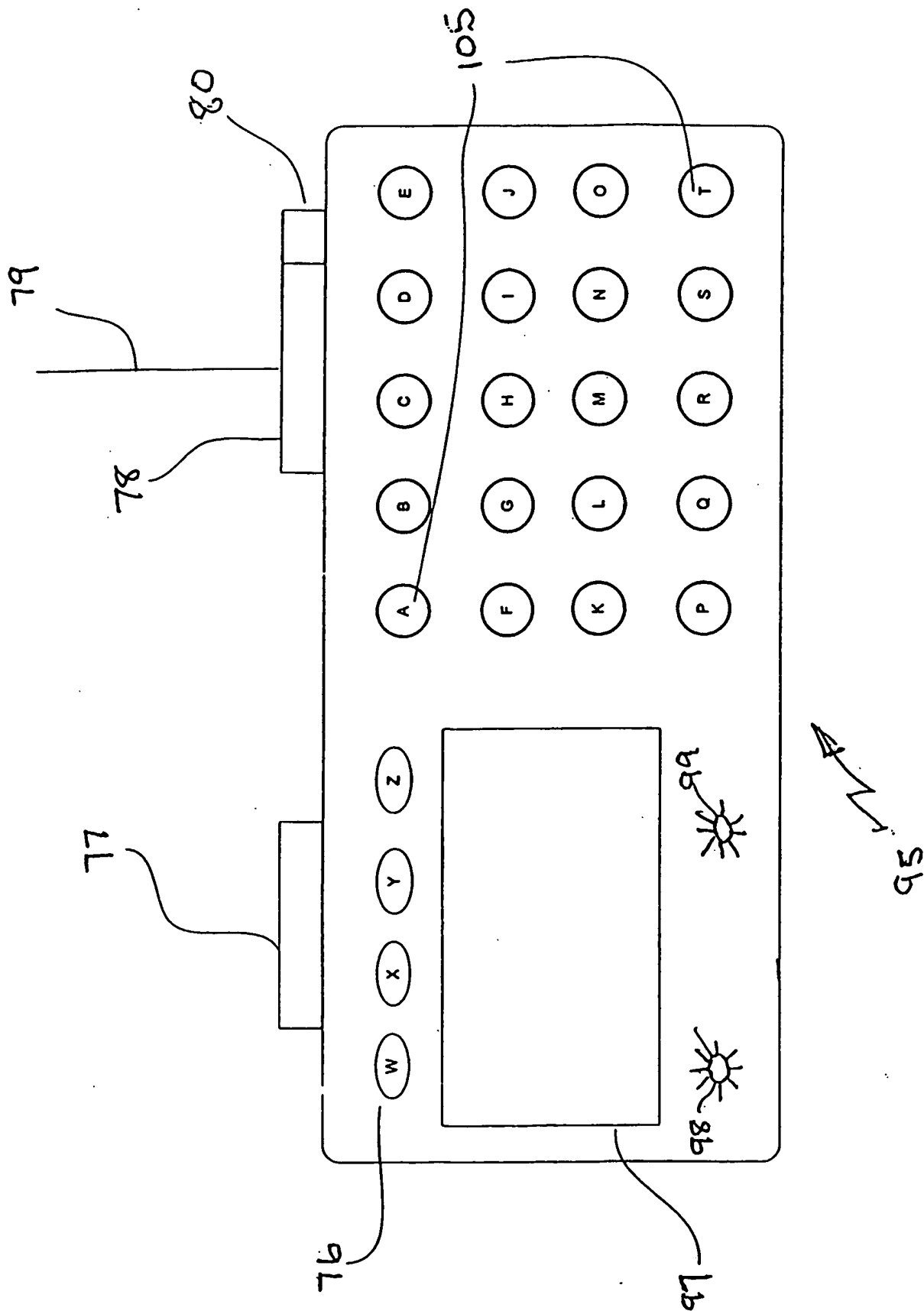
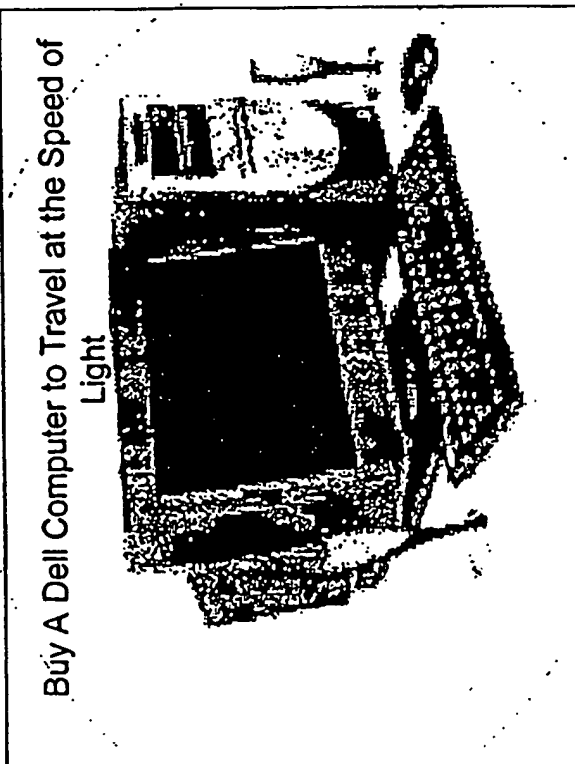


FIG. 18

100

301

What is the Speed of Light ?



~~answer~~ answer choice

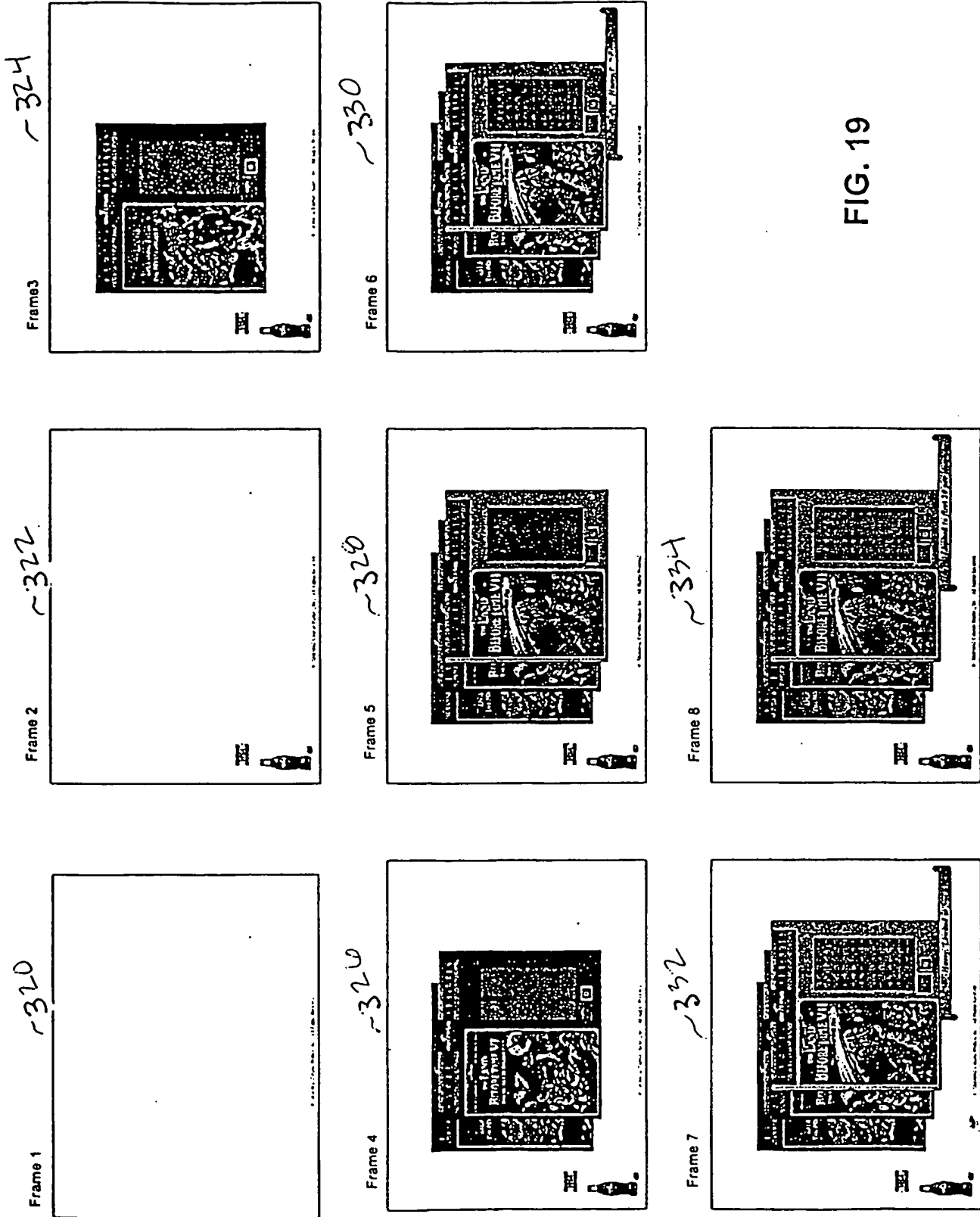
Answers

- 1 = 1 Million Miles a Second
- 2 = Five Feet Per Minute
- 3 = 1 Mile an Hour
- 4 = 125,000 miles per second

302

300

FIG. 19



Advertisers
ID
Name
Address

Chains
ID
Name
Address

Distributors
ID
Nam

Agents
ID
Name
Address

Theaters
ID
Name
Address
Chain ID

Features
ID
Title
Length
Rating
Plot Keywords List
Demographic Code List
Product Code
Distributor ID

Ads
ID
Title
Description
Time
Ad Category
Demographic Code
Image File Name

Screens
ID
Screen Number
Description
Location
Equipment Type
Theater ID
Capacity
Screen Type

Advertising Time Schedule
Slot ID
Time Slot
Screen ID
Feature ID

Trailers
ID
Description
Length
Film Category
Demographic Code

Slot Descriptions
ID
Description

Slot History Table
Screen ID
Slot ID
Date
Feature ID
Seats Sold

FIG. 20

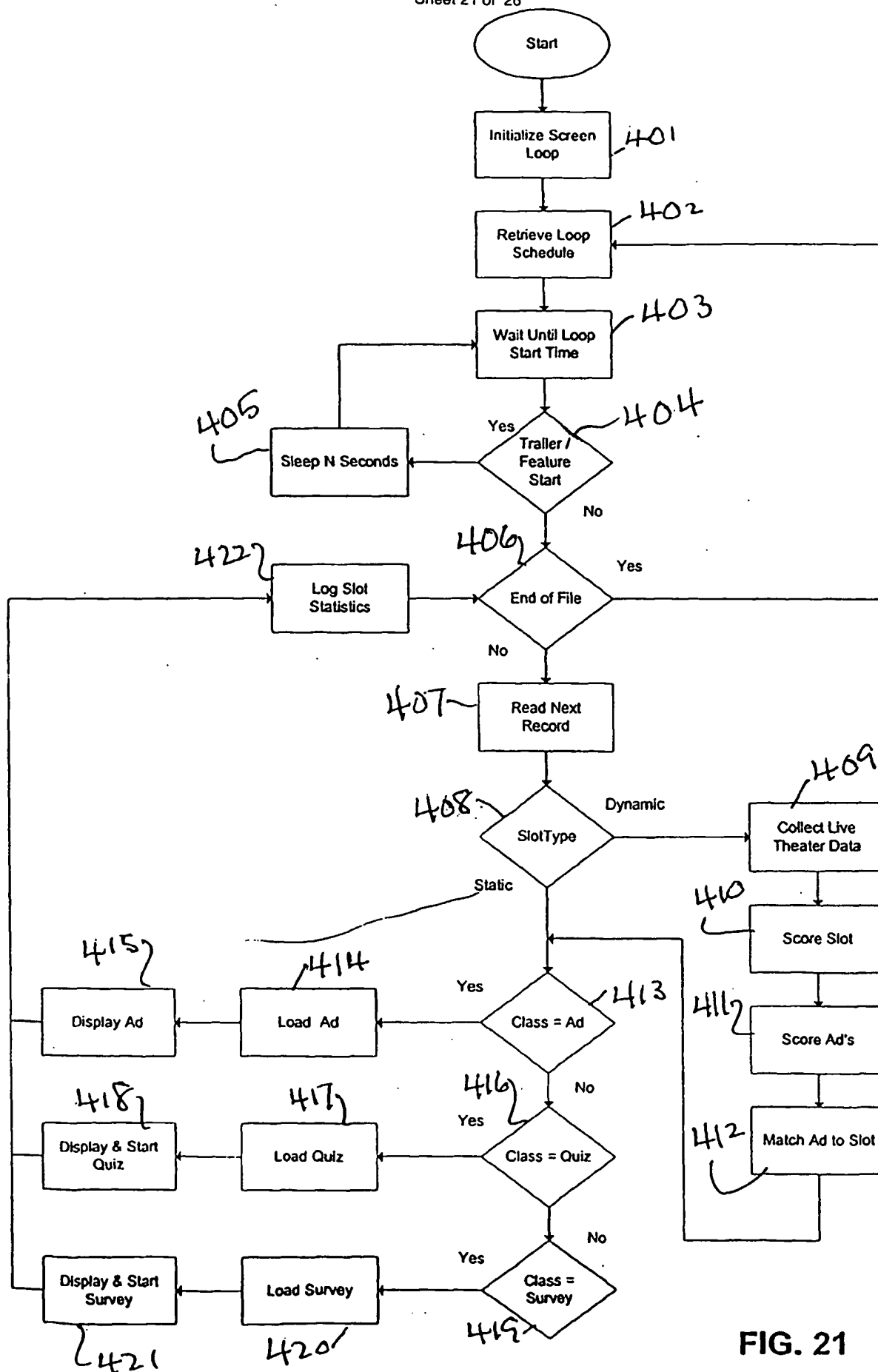
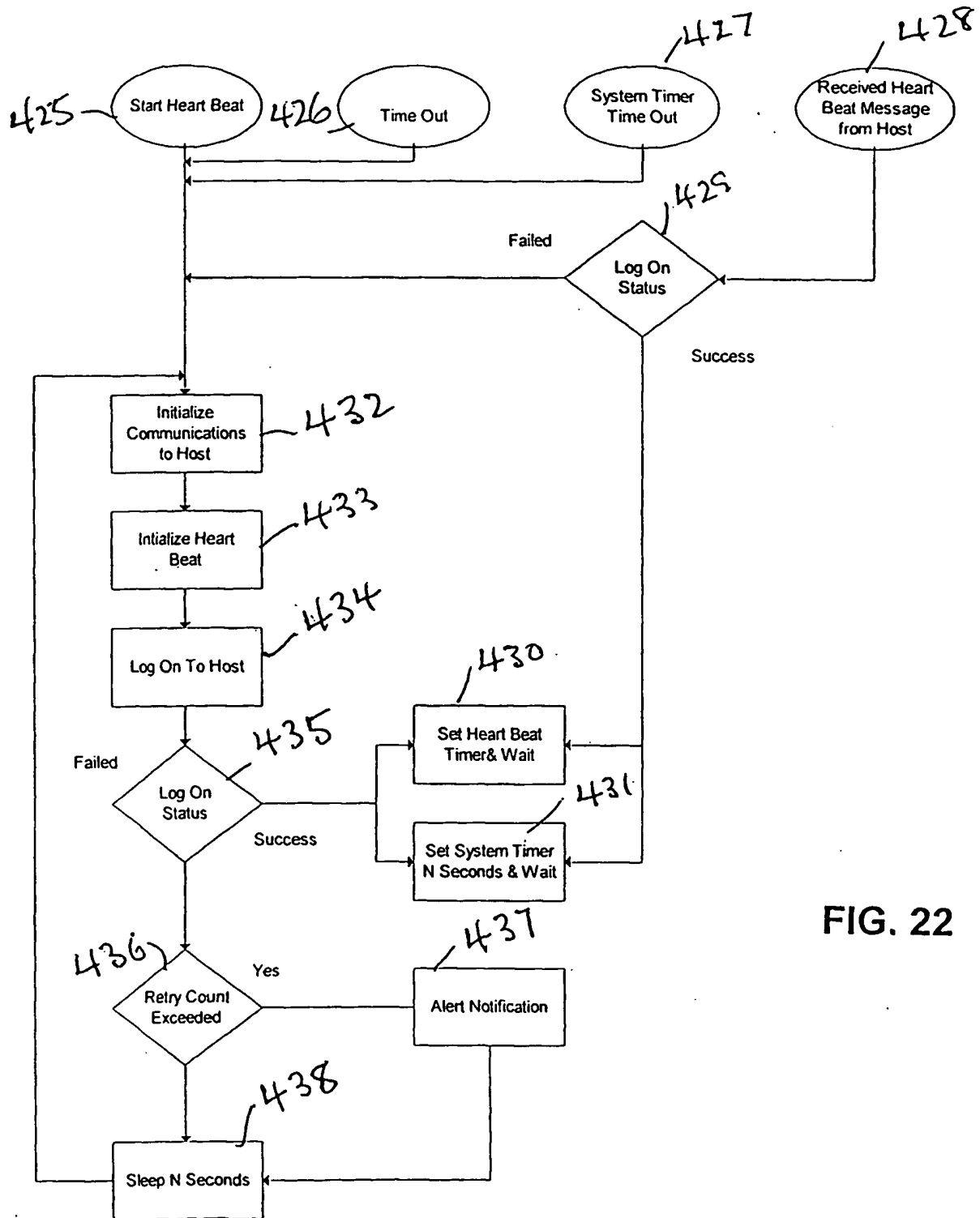


FIG. 21



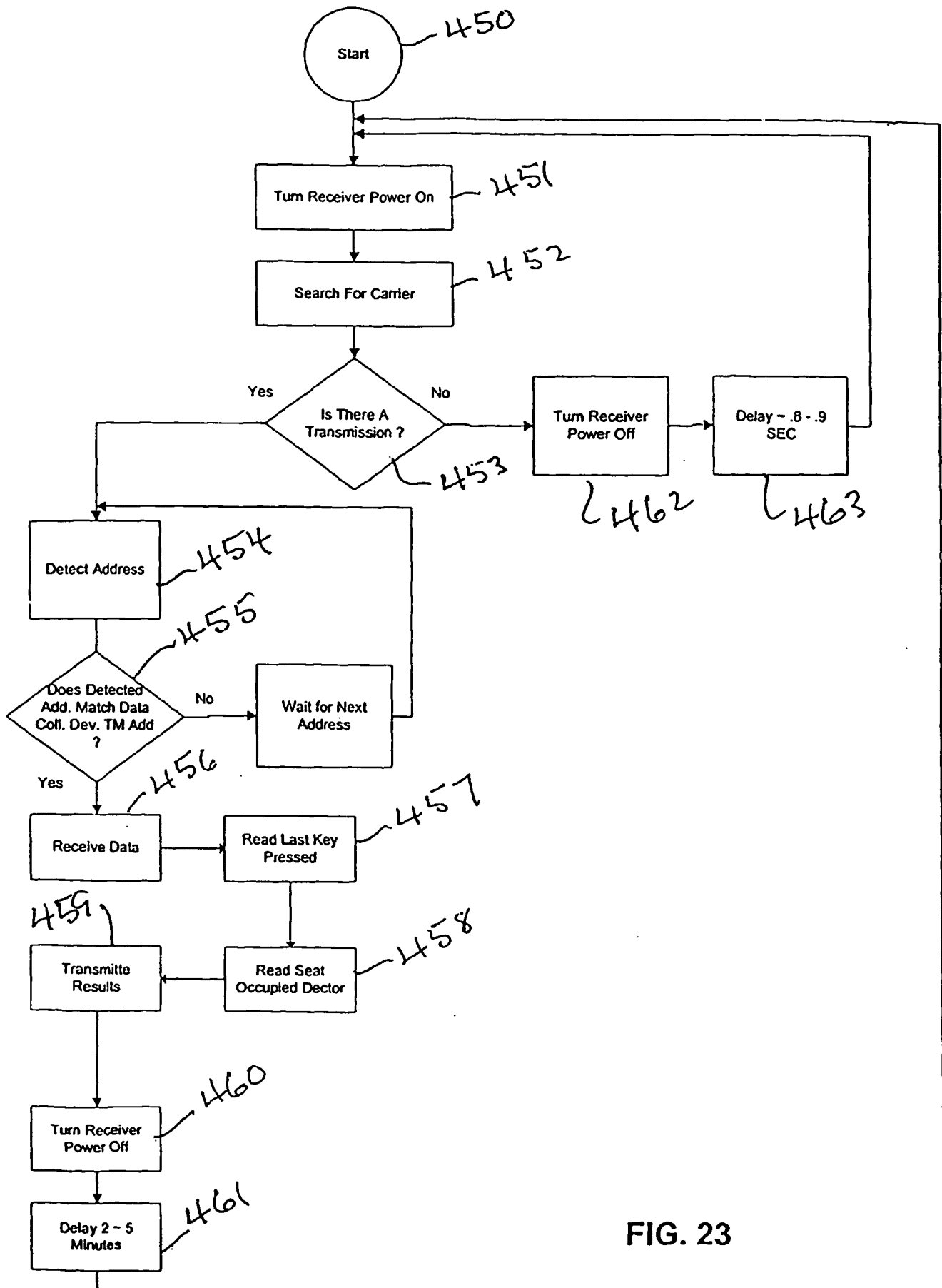


FIG. 23

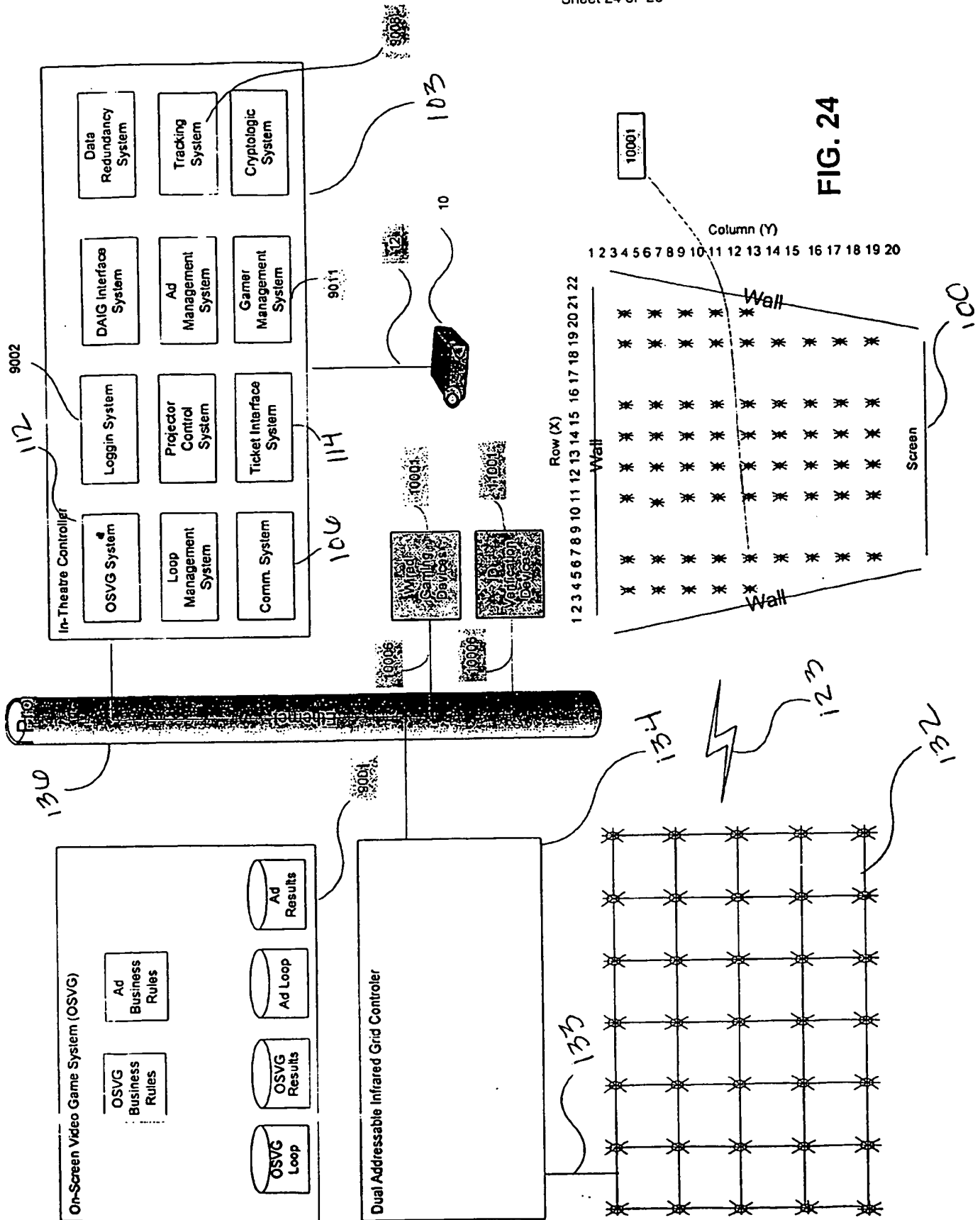
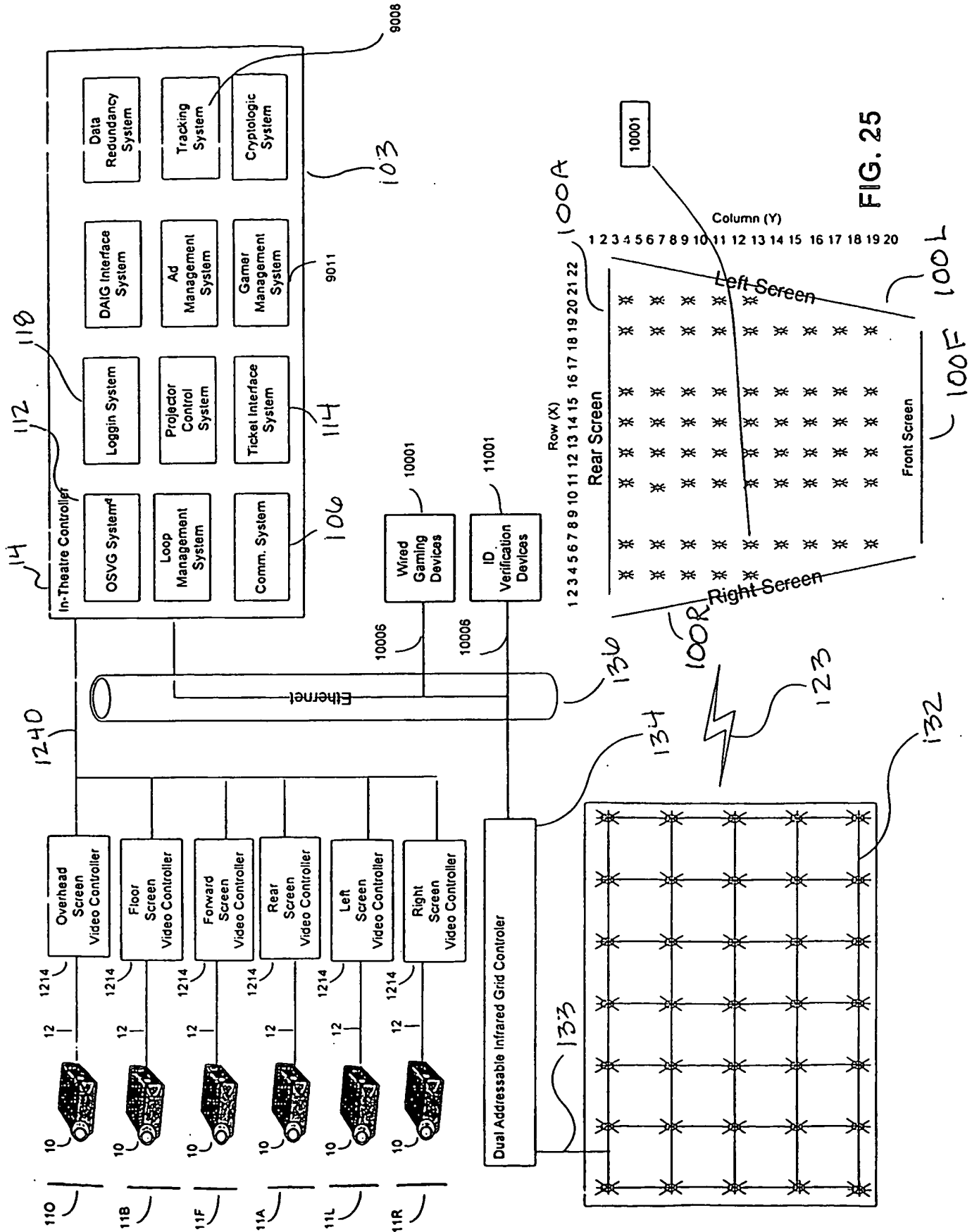


FIG. 24





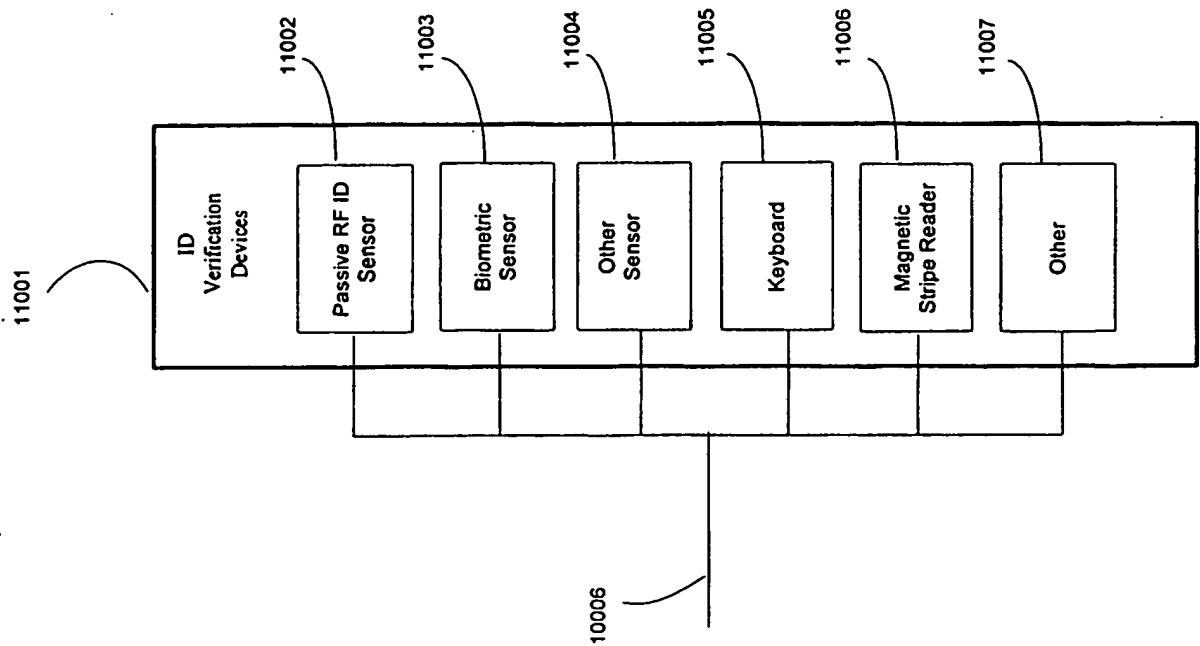


FIG. 26